



News Advisory

For Immediate Release
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The TRUTH Campaign Announces Contest Winners At a Celebrity-style Celebration

WHO/WHAT: Eleven fourth and fifth-graders from across Utah will receive movie-star treatment as they “Walk the Red Carpet” at the ninth annual TRUTH from Youth Anti-tobacco Advertising Contest award ceremony. The Utah Department of Health will announce the 2006 winners at a celebrity-styled ceremony. This year’s contest theme is “Walk the Red Carpet.” Winners will receive fame, fortune and a limousine excursion to a premiere of the DreamWorks film “Over the Hedge” at the Holladay Cinema.

After the award ceremony, the winners will join hundreds of other fourth- and fifth-graders who entered the contest at a movie premiere. Additional movie premiers will take place in Providence and Richfield for youth across the state.

WHEN: Monday, May 22, 2006
4:30 p.m. Awards Dinner
Approximately 5:30 p.m. Award Ceremony
Approximately 6:00 p.m. Red carpet walk to limousine photo opportunity
6:30 - 7:00 p.m. Movie premiere for all participants

WHERE: Awards Ceremony and Dinner
The Butterfly Restaurant
The Union Pacific Depot at The Gateway
13 North 400 West
Salt Lake City

Movie Premiere
The Holladay Cinema
1945 E. Murray-Holladay Rd
Holladay

WHY: The TRUTH from Youth Award Ceremony recognizes 2,887 Utah youth in fourth- and fifth-grade that entered the contest by creating an anti-tobacco radio, TV or billboard/poster ad. The Best of Show winner will receive celebrity-style recognition at the award ceremony, \$400, and the chance to have their idea produced. In addition to the limousine ride at the movie premiere, the winner will receive an excursion with seven people of their choice. Ten additional prizes will be awarded with \$300 for first place, \$200 for second and \$100 for third in each category and one honorable mention. The winning advertisement will air in June.

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